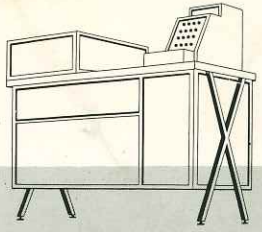
Box X-3

A

B

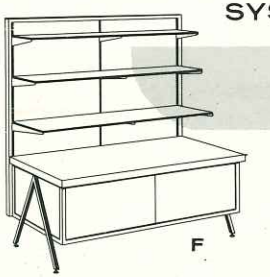

C

striking a fresh new note in retailing

WADDELL

...by one of
the nation's oldest
store fixture manufacturers

SYSTEM OF MERCHANDISE PRESENTATION


F

G

H

D

E

U. S. Patent Office
MAR 23 1959
Design Division

RETURN TO
DESIGN DIV.

A.I.A. File No. 35-H-5

Completely New... a system of coordinated display ever-changing requirements

- a carefully-researched departure from old techniques
- provides maximum exposure in limited space
- adapts to widest variety of merchandise display needs
- speeds handling of peak period traffic and volume
- encourages self-selection

WADDELL
RECD 3/23/1959
COPY IN BOX X-3
DESIGN LIBRARY

Typical Waddell arrangements

fixtures designed to meet the for successful merchandise presentation

Rec'd Div A
Des. Div
3-23-59

U. S. PATENT OFFICE
MAR 23 1959
Design Division

New...in size

...in beauty

...in display effectiveness

...in flexibility

...in convenience

...in compactness

...in portability

...plus prompt delivery!

Retail shopping habits have changed. Today's customers are in a hurry. They want convenience, accessibility to merchandise, wide selections and pleasant atmosphere.

Many retailers are losing business because of bulky, unattractive or enclosed display fixtures. Even modern custom fixturing is only a partial solution due to its high cost and inflexibility. But now, something entirely new is here. The Waddell Company, one of the oldest names in fixture manufacturing, introduces a modular system of merchandise display . . . the result of extensive research into merchandise presentation needs. Here are open display fixtures that

—show more goods in a more appealing way . . . and permit complete rearrangement at any time.

—let you take better advantage of peak periods by providing more space for customer movement . . . easy accessibility that encourages self-selection . . . adequate space for forward stocks.

—speed up shopping . . . save time for customers and sales people.

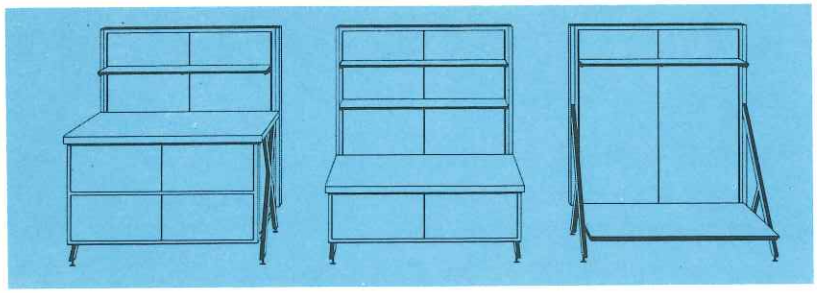
—enable you to revamp your selling stage overnight by changing fixture colors and display setups.

In every detail, the new Waddell line is designed to give you maximum volume from each square foot of your selling space.

Dramatic new showmanship . . . both practical and economical

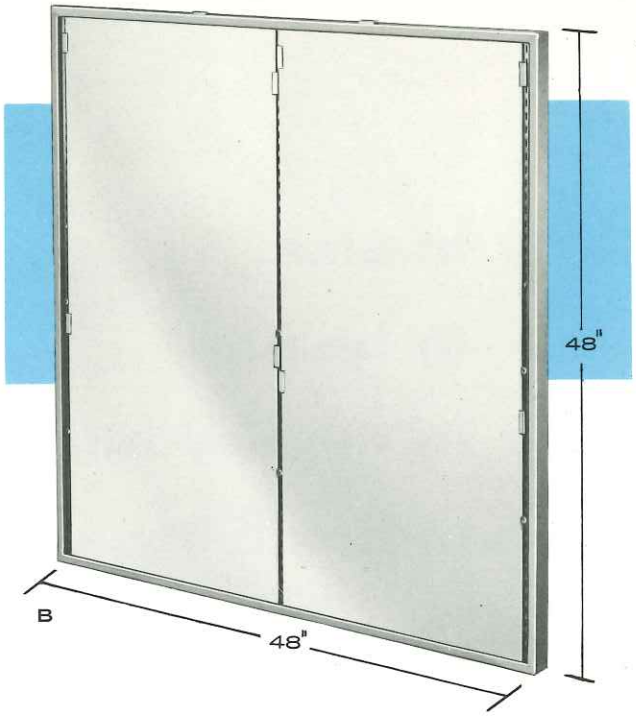
There's more sell in WADDELL

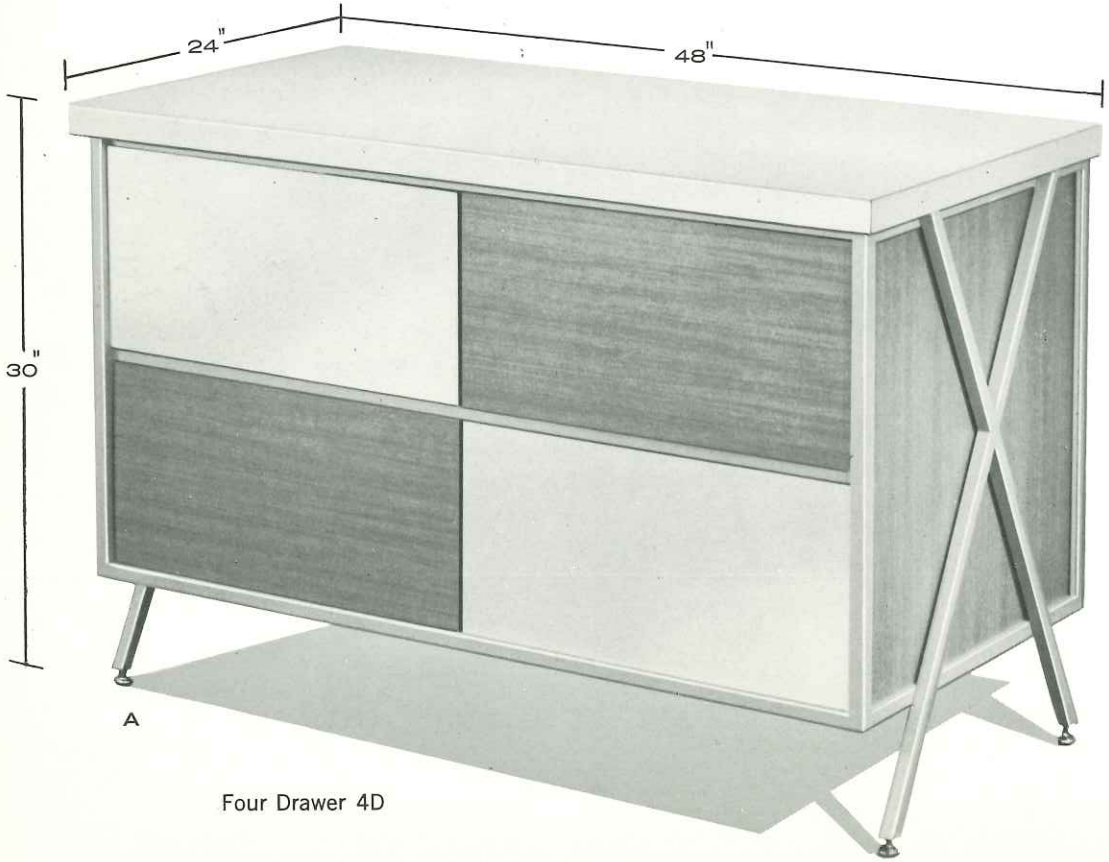
Waddell *Modular System* offers unusual flexibility



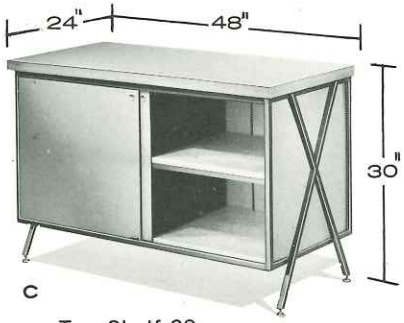
Display Back DB

Effective overtable displays are provided by the Display Back attached to the Four or Two Drawer tables or the Cash and Wrap unit. Shelves, bars or hangrods may be used on either or both sides. Pegboard panels and accessories are available. Recessed fittings on top edge for signholders or displayers may be specified.



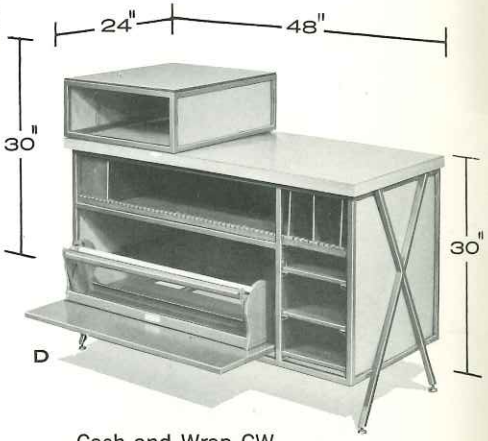


Four Drawer 4D



Two Shelf 2S

Like 4D Table except for two shelves and sliding doors to replace drawers.



Cash and Wrap CW

and efficiency with only 6 Basic Units

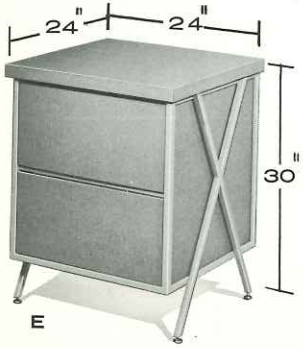
New Size increases

volume potential per square foot of floor space

Modular design of the Waddell units is the result of careful research in retail operations of all sizes. The basic two by four-foot dimension allows more room for customer movement . . . avoids loss of sales due to overcrowding during peak periods. Shelving, hangrods and accessories for full-height and overtable displays provide for large assortments of nearly every type of apparel . . . make self-selection by customers easier and faster. Roomy, self-closing drawers protect forward stock adequate for heavy volume periods . . . eliminate the need for bulky cabinets or shelves which serve no "selling" purpose.

Sheer, clean design and off-the-floor construction create an airy, inviting atmosphere. Maximum overtable display height of 54 inches provides full visibility in all directions.

Whether used singly or in combinations, the basic Waddell units meet every requirement for appealing open displays and space-saving compactness.

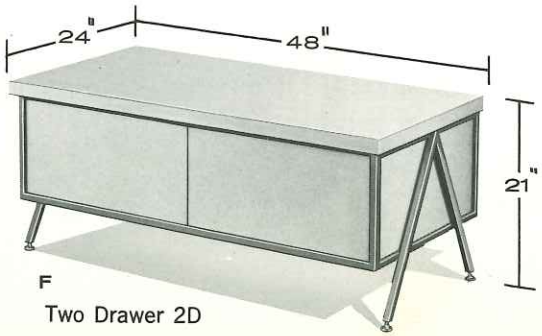


E

Square Table ST

One Shelf 1S

Like 2D Table except for shelf and sliding doors to replace drawers. *(Not illustrated.)*



F

Two Drawer 2D

G

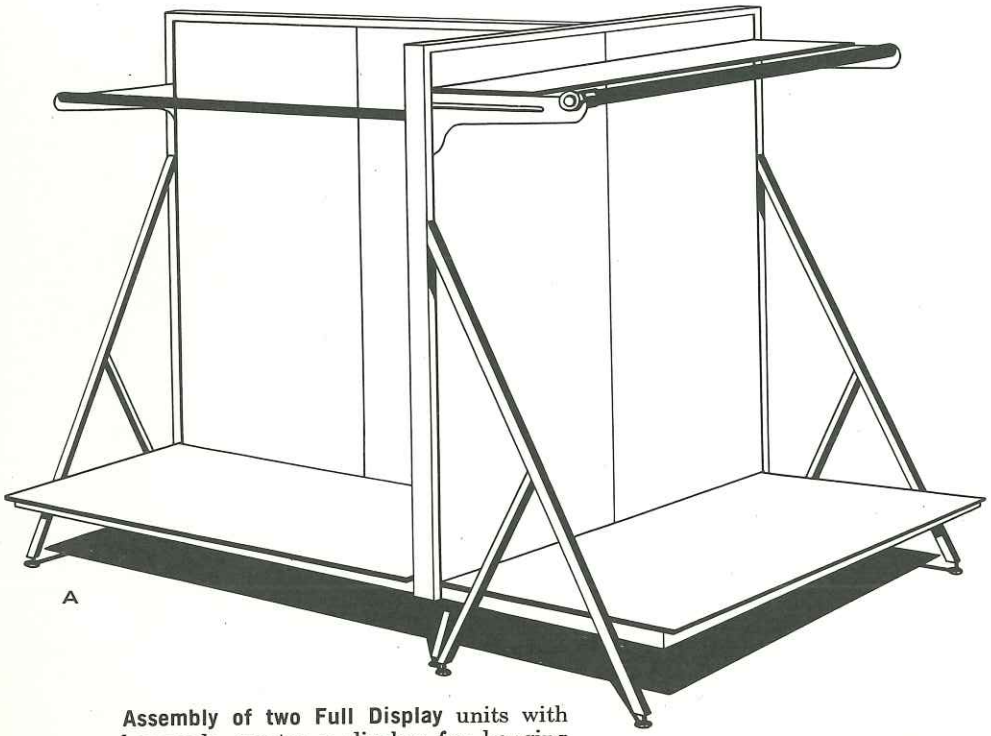
Full Display FD

This unit is a Display Back attached to a welded frame. Additional shelves, bars and hangrods (all fully adjustable) may be used on both sides. Pegboard panels optional. Price includes bottom and back panels.

There's more sell in WADDELL

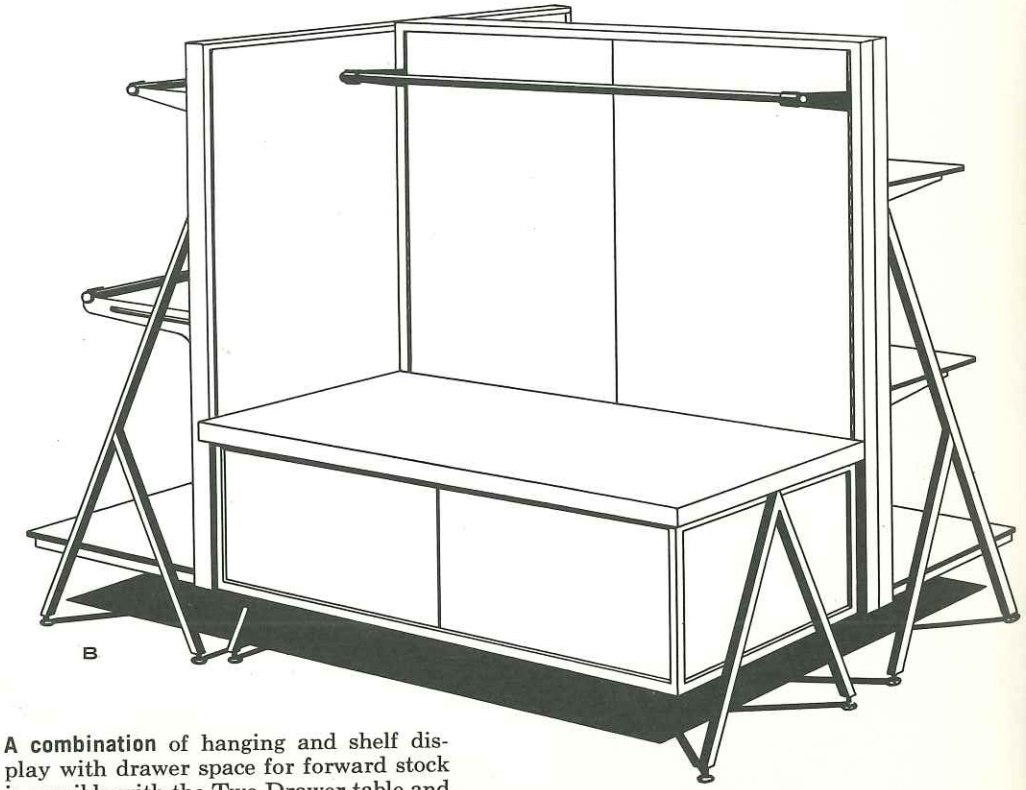
Variety of Combinations permits most effective

The many possible assemblies of Waddell modular units provide showplaces for apparel lines. These fixtures can be arranged to suit the merchandise and the type of presentation desired. Two by four-foot modules enable units and assemblies to display more goods in smaller spaces — making room for additional displays or wider aisles for customer and clerk movement. The examples shown on these pages are typical of the many variations possible with the six basic units in the complete Waddell line. Flush edges of tabletops and overtable displays permit continuous groupings of all Waddell units and assemblies.



A

Assembly of two Full Display units with hangrods creates a display for hanging merchandise. Note that shelves can be used in combination with the hangrods.



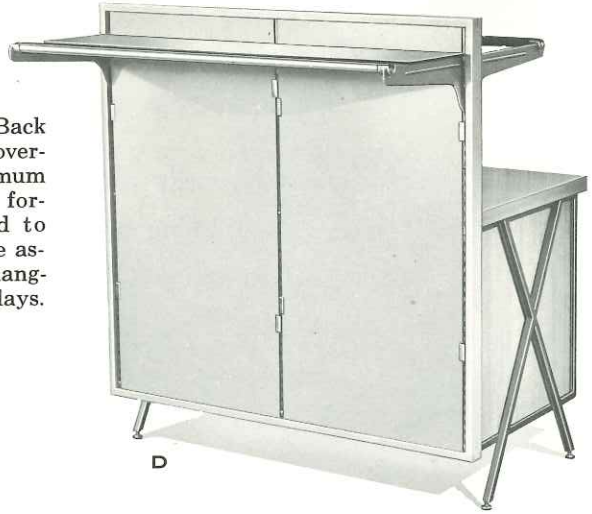
B

A combination of hanging and shelf display with drawer space for forward stock is possible with the Two Drawer table and two Full Display units.

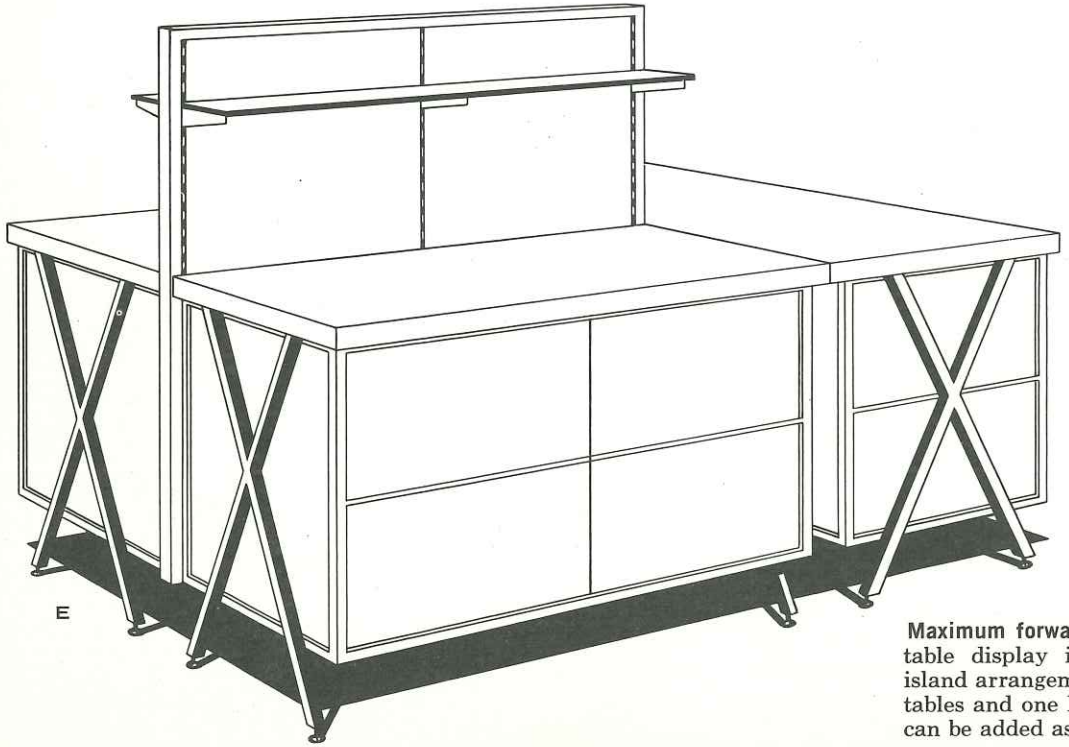
showing of merchandise...best use of floor space

C

Four Drawer table with Display Back provides flexible tabletop and over-table display area plus maximum drawer space for protection of forward stock. When exposed to customer traffic, the back of the assembly can be utilized for hang-rods, shelves or pegboard displays.



D



E

Maximum forward stock and flexible over-table display is made possible in this island arrangement of three Four Drawer tables and one Display Back. Other units can be added as needed.

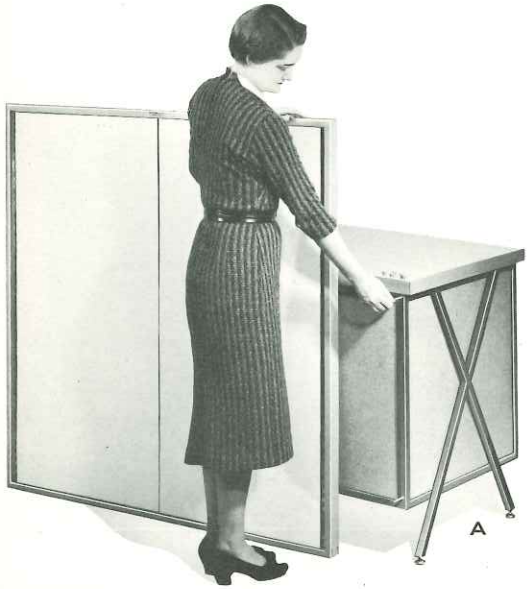
Two Drawer table with Display Back offers greater display area, yet still provides two 10-inch-deep drawers for forward stock.

F

Easy to move, rearrange or combine units as display requirements change

Your regular store personnel can do the job

Two people can easily set up or completely change even an extensive arrangement made up of Waddell modular units. Because of light weight and simplicity of design, no tools or equipment are necessary to move the units or assemble them into groupings. You have the fixture flexibility you need to make minor display rearrangements in minutes . . . major changes overnight. You can meet the requirements of new merchandise and sales events . . . yet maintain your characteristic store personality.



Full display backs can be attached in minutes. No tricky mechanisms are used . . . no tools necessary. The back is simply lifted into place and secured with self-positioning, knurled thumb nuts.

Brackets for half-length or full-length shelves, hangrods and other accessories lock into place quickly and firmly on either side of the three full-length standards. These offer one-inch adjustment. They provide adequate support even for heavy items.

Waddell units are highly portable — no dollies or trucks needed. Light weight is the result of Waddell's unusual tubular steel frame — arc-welded for strength and rigidity.

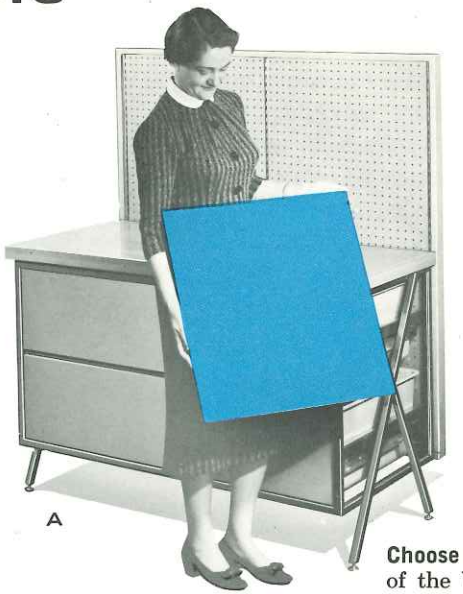
You can have completely new *Decorative Effects* simply by reversing color panels

Each unit provides two color schemes

The side and back panels of the Waddell tables—and the panels on the Display Backs and Full Display units—are laminated with the color of your choice on each side. By reversing them, you have a completely new color scheme. In addition, you can achieve any number of two-color effects—accent colors where needed, harlequin designs, or half-and-half color breaks to emphasize different lines of merchandise on the same display setup.

You may select your basic two colors from a variety of hues and patterns—both neutral and contrasting—all in scuff and mar-resistant laminated vinyl facings. Extra panels are available for further color changes.

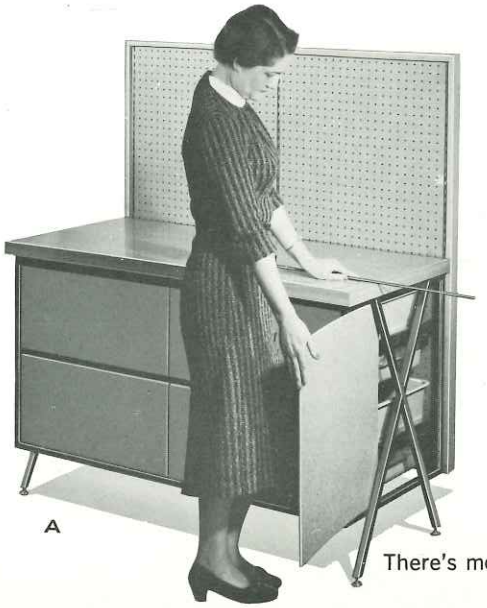
Whatever panel colors you use, they will harmonize with the neutral shades of the tops, shelves and frames of the Waddell units. Tops and shelves are available in crisp white or frost walnut. Frames may be bronze or warm grey.



Choose a color for each side of the Waddell panels.

Drawer fronts may be replaced for color changes.

Shelf colors change from a crisp white to a natural frost walnut . . . just turn shelves.



All panels installed without tools . . . easily removed or reversed. A complete color change for any unit can be made in minutes.

There's more sell in WADDELL

One-piece molded Fiberglas® drawer

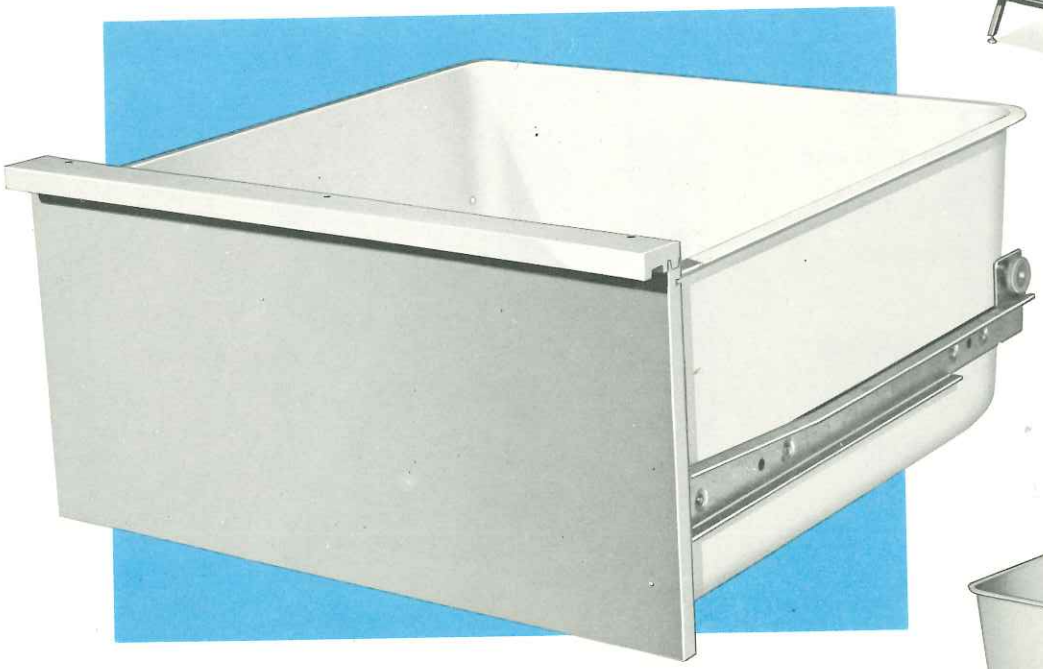
withstands hard use, rolls in and out with a touch

Waddell brings you something *completely new* in display fixture drawers . . . one-piece molded Fiberglas. Salespeople will find them a pleasure . . . they operate so easily. Customers will scarcely be aware of them . . . they're so quiet. What's more, it's easy to transfer merchandise from one display to another simply by transferring corresponding drawers . . . they are light and easy to handle. Cleaning is simplified, too, because all corners are rounded . . . easy to wipe out, all surfaces are smooth . . . free of cracks. Drawer pulls shown on illustration below are optional.

Nothing like it . . . a Waddell exclusive!

No joints or seams
Won't dent, mar, buckle or swell
Nothing to splinter, warp or rust
Easily cleaned

More than 2¼ cubic feet of space . . . ample even for bulky hats, handbags, sweaters or work clothes. Tested to exceed 75-pound capacity.



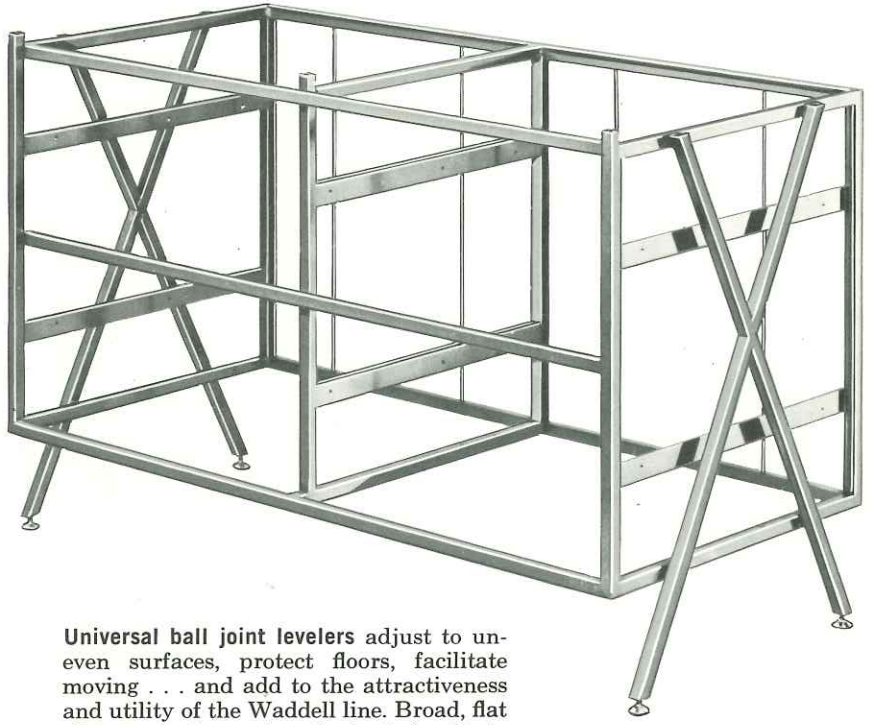
Easy to open and close. Drawer slides operate easily and quietly on nylon ball bearing rollers. A touch is all it takes. Drawers close themselves when within six inches of closed position.

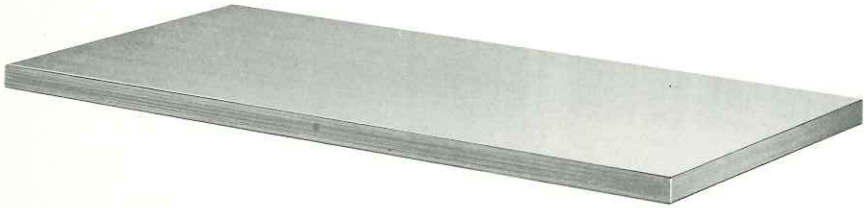
Drawers without hardware or fronts are available for use as tote boxes. They can be stacked or nested . . . will withstand dropping and bumping.

Arc-welded bridge-girder type frame provides high strength with *Light Weight*

Extreme strength and rigidity at minimum weight are achieved from ¾-inch square steel tubing welded into a unitized frame. It's all one piece . . . members and legs cannot become loose or wobbly. There is no warping or shrinking under any humidity or temperature conditions. Drawers and panels will always fit . . . never stick.

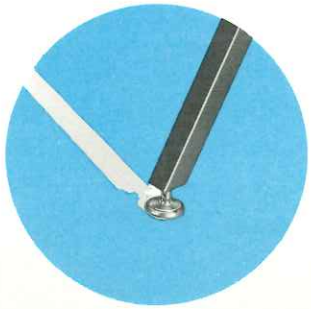
Tough, baked-on enamel —either bronze or warm grey





Scratch-resistant tops retain smooth beauty. Available in crisp white and frost walnut — both neutral colors. Extremely hard and durable . . . resist severe wear and tear . . . will not craze or crack . . . remain smooth and attractive. Tops and shelves are high-pressure laminates.

Universal ball joint levelers adjust to uneven surfaces, protect floors, facilitate moving . . . and add to the attractiveness and utility of the Waddell line. Broad, flat glides permit even heavily loaded units to be moved easily. Levelers are adjustable.



Maintenance cost is low with Waddell fixtures. The molded Fiberglas drawers, arc-welded steel frame, hard-surfaced laminated color facing materials and wear-resistant tops are exceptionally durable . . . easy to clean.

There's more sell in WADDELL

Waddell arrangements present apparel displays

A

An attractive hat bar can be assembled to meet any floor space or merchandise requirements. Four Drawer units provide ample room for protected forward stock. Flush edges of tabletops and Display Backs permit continuous groupings of any size.

B

Two Drawer table with Display Back provides easy accessibility to both hanging and folded or prepackaged blouses. Waddell System using two by four-foot modules provides adequate display space and makes wider aisles possible.

Women's and children's wear shown to best advantage

From hats and lingerie to infants' dresses—the Waddell System provides for accessible open displays that stimulate impulse buying . . . make selection and selling faster. The illustrations on these pages are a few of the numerous adaptations possible for women's and children's apparel.

that are *Appealing and Functional*

C

Two-color panels can be reversed to produce accent color schemes. Half-length shelves or hangrods permit use of a mannequin or T-stand on the tabletop.

This display of infants' dresses can be expanded to any desired size by placing additional units end-to-end or back-to-back. The entire arrangement can be changed in minutes by replacing the hangrod with shelves or by using pegboard panels with accessories.

F

D

Adding two Full Display units with hangrods to the table at the left provides for coordinated merchandising or mass display.

E

Fiberglas drawers 20 by 20 by 10 inches deep, protect forward stock in this lingerie island display. Non-selling behind-the-counter storage areas are converted to productive selling areas. Overtable displays are arranged for easy self-selection.

G

Maximum volume per square foot of floor space can be expected from this display arrangement utilizing shelves, hangrods, tables and drawers. Every square foot is devoted to accessible merchandise.

Accessibility to wide selections invites

Waddell arrangements easily adapted to men's wear mass displays

Maximum merchandise-shopper exposure results when apparel is shown in functional Waddell displays. Men's and boys' clothing can be arranged in massive groupings that create dramatic effect . . . encourage self-selection. The examples shown on these pages are typical of the many possibilities.

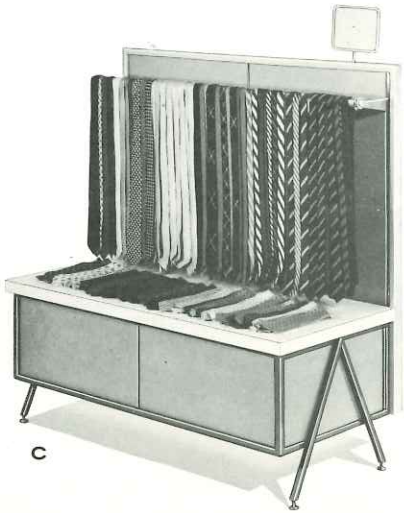
Portability of Waddell units makes it possible for your regular store personnel to expand a display by adding units or control traffic flow by moving entire assemblies.

A

Fourteen dozen men's shirts are displayed on this Full Display unit. Mass open displays such as this tend to increase volume potential of floor space because they encourage customers to make their own selections. Waddell displays provide visual stock control.

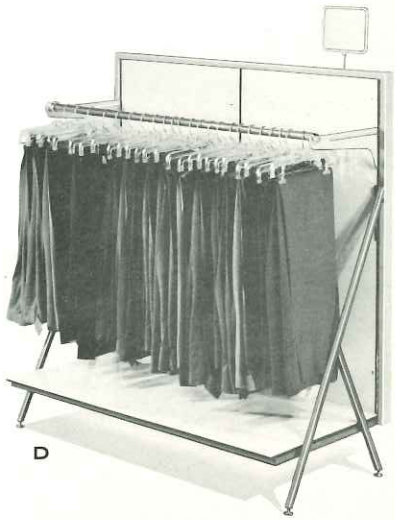
B

Eight dozen men's ties are displayed for self-selection on the hangrod and tabletop of this assembly. The clean lines and off-the-floor construction of the Waddell units create a pleasant, airy atmosphere that never looks overcrowded or confusing.



C

Changeable fixture colors permit color styling to suit the merchandise. The crisp white back and bottom of this Full Display unit accentuate the warmth of winter trouser colors. For lighter summer colors, a darker background can be used.



D

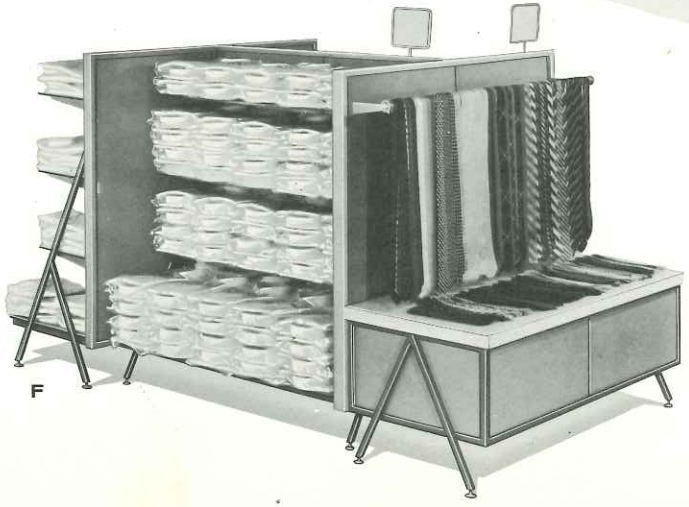
examination and purchase

This Waddell arrangement for slacks, jackets and caps adapts easily to changing merchandising requirements. Hangrods can be raised or lowered. Shelves can be used with the hangrods for coordinated displays.

G

Mass presentations are possible on the deep shelves of Waddell Full Displays making self-selection easy and fast. Optional sign sockets in the top of each unit simplify identification and pricing. Overall height of 54 inches provides full visibility in all directions.

E



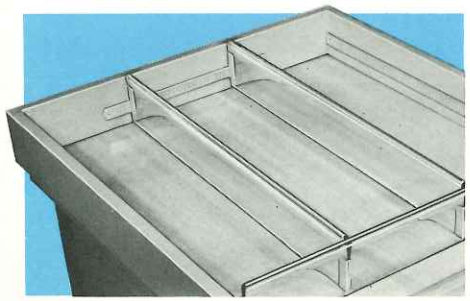
F

In 32 square feet of floor space, this assembly coordinates 42 dozen shirts and eight dozen ties—all fully accessible to customers. Compact design of Waddell units helps you get the most display from every square foot of space.

Cash and wrap table is especially designed for efficiency and *Attractiveness*

A

The Waddell Cash and Wrap unit makes the cash register and merchandise wrapping area an integral part of your fixture layout. Modular design permits it to be used in assemblies with other Waddell units. You can use it as a part of a merchandise display — or with a Four Drawer table on either or both sides for additional work and storage area. Handy compartments provide for salesbooks, bags, boxes and wrapping materials. Display Back may be attached to the front for screening and for display. See Cash and Wrap figure "D" on page 4.



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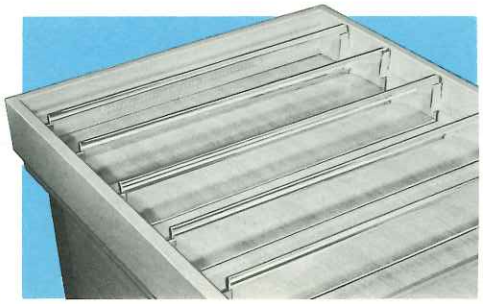
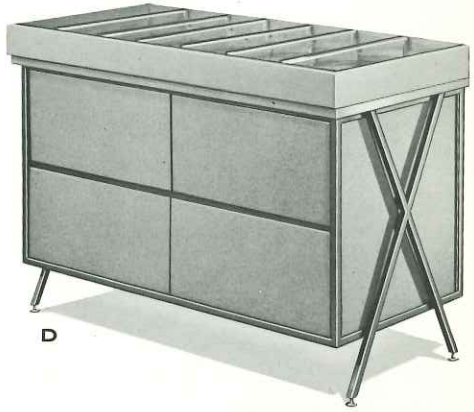


C

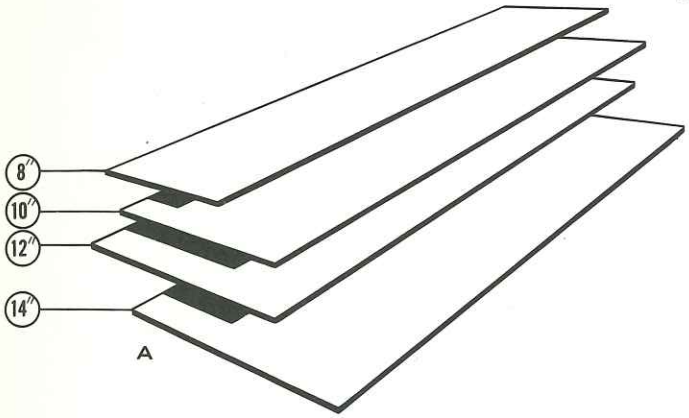
Binning for tabletops

Bin tops and bulb edge glass dividers are available for Two Drawer and Four Drawer tables. The sturdy and attractive frames fit securely on tabletops and provide for divider adjustment at $\frac{5}{16}$-inch intervals.



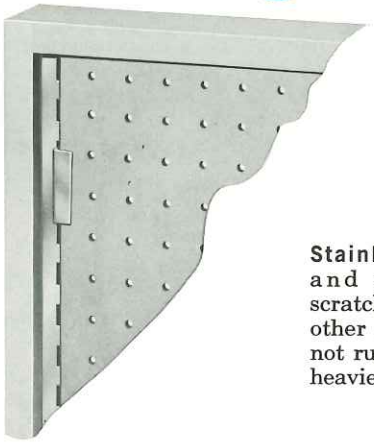
D

Waddell shelves, hangrods and other accessories are built for strength and Easy Use

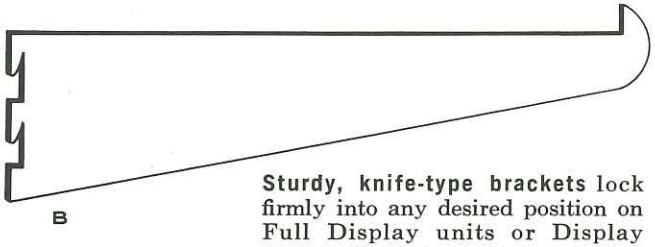


Shelves of high pressure laminates are reversible . . . finished in crisp white on one side, frost walnut on the other. Their smooth beauty provides clean, attractive settings for your merchandise. Eight, 10, 12 and 14-inch shelves—either full or half-length—are available for use on Full Display units and overtable Display Backs. They are scratch resistant and have adequate strength for displaying heavy merchandise.

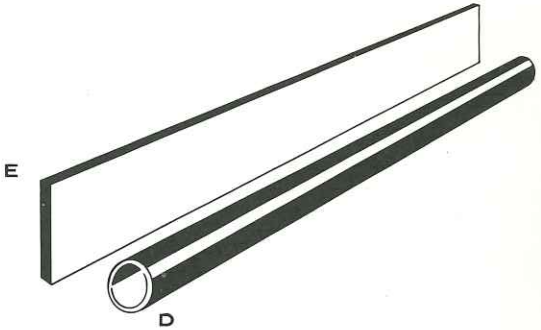
Vinyl pegboard panels and accessories may be used to replace the solid panels in either front or back of the Full Display units and the Display Backs. Available in all vinyl colors. Any standard accessories may be used. Pegboard display is frequently used to take advantage of the customer-exposed back of a Waddell unit or assembly.



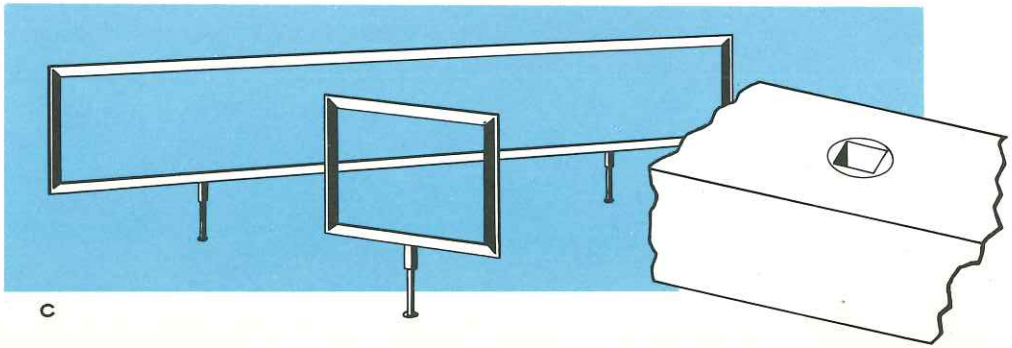
Stainless steel hangrods and crossbars resist scratching by hangers and other accessories . . . will not rust. They support the heaviest suits and jackets.



Sturdy, knife-type brackets lock firmly into any desired position on Full Display units or Display Backs. Brackets hold cross bars, rods and shelves firmly . . . prevent them from becoming loose or being knocked off, even when not loaded. Available for 8, 10, 12 and 14-inch shelves, hangrods and crossbars.



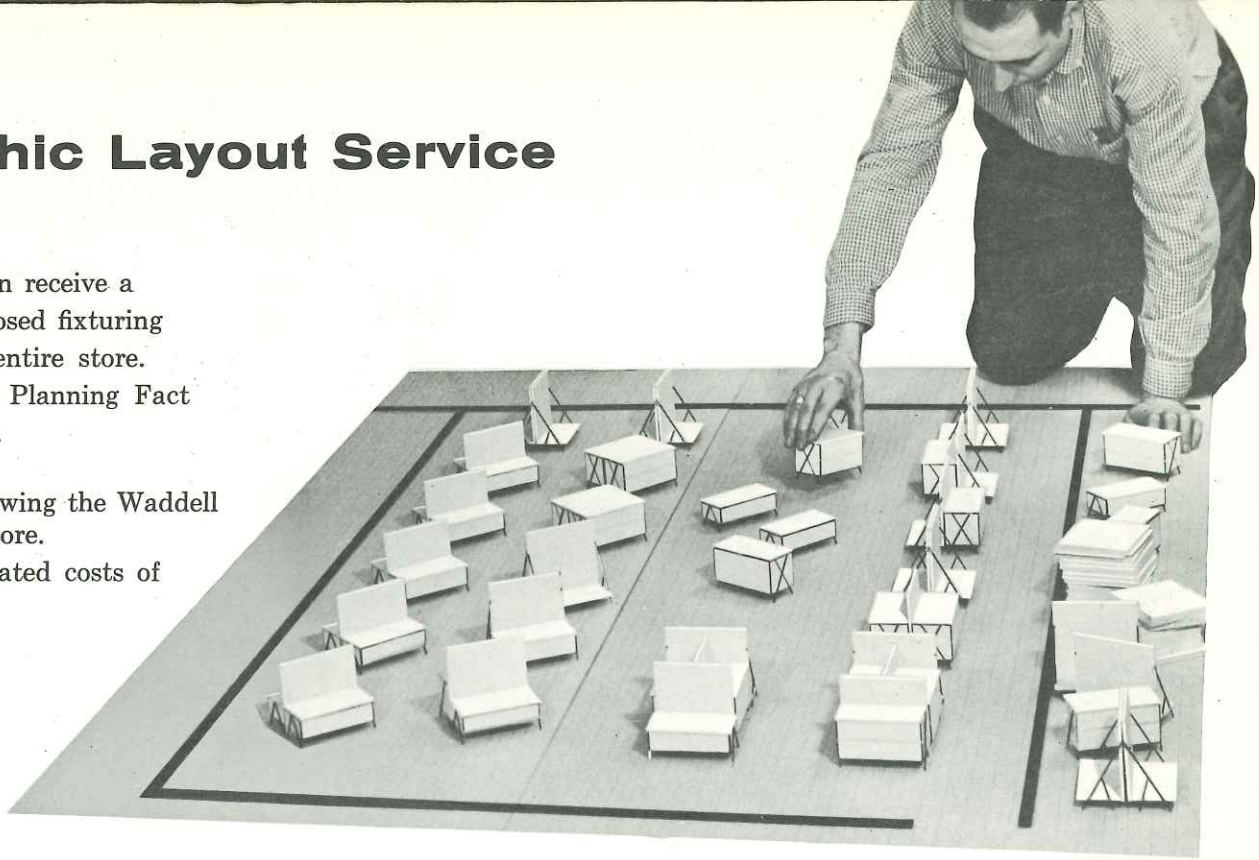
Other accessories. If you have need of special accessories not shown, please let us know — it is possible that we can meet your requirements. Standard knife brackets and accessories may be used on the one-inch square slotted standards of the Display Backs and Full Displays.



Satin chrome signholders and displayers are available for use in sockets on the top edge of the Full Display units and Display Backs. Recessed fittings for tapered uprights can be specified.

There's more sell in WADDELL

Free Photographic Layout Service



Without cost or obligation you can receive a photographic layout showing proposed fixturing for any department or for your entire store. All you do is complete the Store Planning Fact Sheet enclosed with this brochure.

You will receive:

1) A photographic layout showing the Waddell system applied to your store.
2) A proposal covering estimated costs of fixtures required.

Remember, there's no cost and no obligation to buy when you use the Photographic Store Layout Service. Just complete the Store Planning Fact Sheet and send it to Store Planning Division, The Waddell Co., Inc., Greenfield, Ohio.

Deliveries — You will be pleasantly surprised to know that your order can be shipped in a fraction of the time normally required for comparable fixturing. Let us know your delivery requirements with each inquiry.

THE WADDELL CO., INC.
Greenfield, Ohio

A leading manufacturer of merchandise presentation fixtures for specialty shops, department stores and chains . . .

since 1889

Prices and specifications subject to change without notice. Patents applied for.

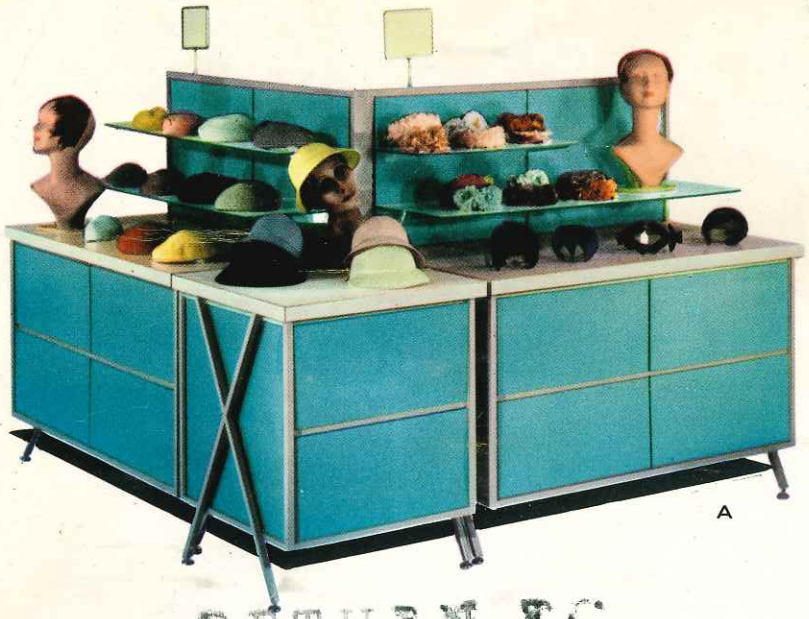
We guarantee to replace any defective merchandise within 90 days from date of purchase.

COLOR can do wonders! Psychologists tell of the amazing things color can do—build excitement, focus attention, create entirely new atmospheres. Color can make whites look whiter, bring out the warmth of greys and browns, and dramatize blacks. It can accent the richness of the bright hues—red, green, blue, yellow, and purple. It can soften even the softest pastels.

Color can be used functionally—to distinguish departments, to harmonize with seasonal decorative themes and to accent special promotions or displays.

Waddell's reversible and changeable fixture panels add a new dimension to your use of color as a selling tool. Ask to see the Waddell colors . . . any *two* are yours with each unit you purchase.

WADDELL



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RETURN TO
DESIGN D...

WADDELL

C

D

THE WADDELL CO., INC.

SINCE 1889

GREENFIELD, OHIO